



MĀNGERE YOUNG DRIVER PROJECT

Social Marketing Plan

August 2015

Prepared for:

ACC & NZTA

INTRODUCTION

This presentation document outlines a community-based social marketing plan for the Māngere Young Driver Project.

The Māngere Young Driver Project includes a social marketing programme designed with the community through a social innovation process. Social marketing is the use of marketing principles and tools to achieve positive behaviour change. This project aims to result in more young Māngere people driving with the right licence.

This document summarises the co-design process and introduces the proposed plan and key activities, which responds to community needs and uses the available evidence and best practice knowledge about young drivers, Māngere communities, the licensing system, road safety and social marketing programmes.

Led by **innovate change** and **Curative**, this project continues the work of ACC, the NZ Transport Agency and Auckland Transport on the Young Driver Signature Programme.

The Young Driver Signature Programme is a partnership between ACC, the NZ Transport Agency and Auckland Transport that addresses the environment that supports young people to get their full driver licence. In addition to this community-based social marketing programme, other work streams will focus on support for progressing through the licensing process (including licence application and test preparation) and improved driver education through schools and training providers. In addition to the Signature Programme, other areas of work include a new online driver education programme, learning modules based on the Road Code and improving customer service around driver testing.

innovate change is a social innovation agency. We recognise the complexity of the social challenges we face and the urgency of finding effective responses to them. We facilitate creative and participatory processes to improve health and wellbeing. You can find out more about us at www.innovatechange.co.nz.

Curative is a creative agency that works exclusively on projects that help make the world a little bit better. Find out more at www.curative.co.nz.

OUR PROCESS



Key Insight:

The Māngere community is keen to shift the norm around unlicensed driving

“““

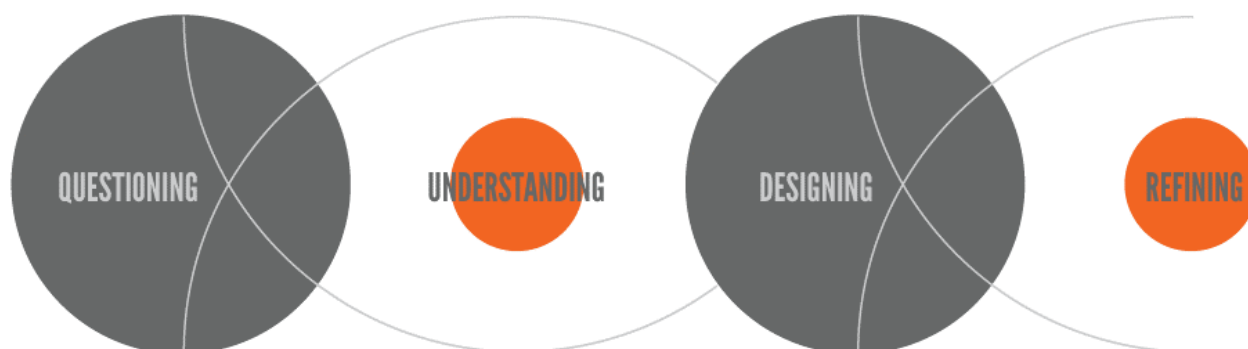
Let's get those whānau out of the courts, off the PD vans and back into mahi, or even better get them legal and knowledgeable to become good role models for their whānau and kids.

COMMUNITY LEADER

OUR PROCESS

The project followed our innovative action model.

This document represents the culmination of the first four stages of the model.



OUR APPROACH

We have used a social innovation process to develop a community-based social marketing programme. We have involved a diverse range of community members in co-design, research and testing activities. This project is informed by relevant evidence and best practice, and has benefited from strong community engagement at each stage, as demonstrated on the following pages.

THE CHALLENGE

Unlicensed and breach driving is an accepted social norm in Māngere, but there is a desire for change in this community. The social marketing programme we have developed with the Māngere community offers an opportunity to change behaviour and attitudes so that more Māngere young people drive with the right licence.

It has become so common to drive without the right licence in Māngere that many community members do not see the point of getting a driver licence. This is despite the serious risks of unlicensed and breach driving. Driving without the right licence can have safety, employment, legal and financial consequences.

Our research confirmed various sources that suggest at least half of young drivers in South Auckland drive without a licence or in breach of their licence conditions. It is not just young people either – many family leaders in Māngere drive without the right licence too. There are a number of barriers to getting a licence – most significant are cost and a lack of confidence.

STAGE 1: QUESTIONING



““”

**I told [my kids] to get [a] driver licence
before getting pulled over by the cops.**

FATHER

(INSIGHT GATHERER INTERVIEW)

““”

I have no money to get a licence.

YOUNG PERSON

(INSIGHT GATHERER INTERVIEW)

STAGE 1: QUESTIONING

Following an induction to the Young Driver Signature Programme, the questioning phase began by identifying and synthesising existing research on young driver safety and key information about the Māngere population and driver licensing. After gathering and analysing information from a number of local and national sources as well as with a group of insight gatherers in Māngere, an insights document was produced by **innovate change**.

innovate change trained 20 Māngere residents to gather insights by interviewing three of their peers. Eleven of the insight gatherers were aged 16 to 24 years; nine were parents or family members of young people. They represented a range of ethnicities and suburban areas of Māngere, and held different types of driving licences – including some with no licence. The insight gatherers met at two workshops (held at Papatuanuku Kokiri Marae) in March.

The insight gatherers interviewed a total of 61 Māngere people (37 young people aged 15-25 years, and 24 parents and whānau of young people) about their experiences of and attitudes to driving and licensing. A diverse range of ages, genders and ethnicities were interviewed, although this was not a representative sample of the Māngere population. Interviewees predominantly identified as Pacific people.

The interview data was analysed, firstly in a workshop with the insight gatherers, then closer analysis of the interview notes was conducted. The interviews were categorised by adapting existing typologies developed by UMR and University of Otago researchers. The interview results were then synthesised together with the existing research to produce the *Insights on Young Drivers in Māngere* (this document is available on request from **innovate change**).

VIDEO: OUR INSIGHTS



<<https://vimeo.com/134046938>>

SUMMARY: OUR INSIGHTS

1. Lots of young people drive unlicensed
2. Unlicensed driving can cause harm
3. We have an opportunity to shift community norms in Māngere
4. Most young people who drive unlicensed are reluctant rule-breakers
5. Families often allow their young people to drive unlicensed
6. Cost and confidence are the biggest barriers to licensing
7. Pressure from family and friends is the biggest motivator to get a licence
8. Parents and families can have a strong positive influence on licensing
9. Some families see the licensing system as a significant barrier

STAGE 2: UNDERSTANDING



““”

Well done on delivering a great co-design lab. You put an effective group of people around the table and ran two very slick sessions. Impressive.

CO-DESIGNER

““”

Very good process for sharing ideas and hearing everyone's ideas.

CO-DESIGNER

STAGE 2: UNDERSTANDING

We formed a co-design group to get really clear on two things: what is the change desired and who is/are the target group/s or audience/s the social marketing programme should focus on?

The co-design group was a mix of 15 people, including project partners, community leaders, young drivers, and parents and family members of young people, as well as other creative thinkers with a fresh perspective.

The co-design group met for two evening workshops in the understanding phase, at Strive Community Trust's Nga Tapuwae Community Centre, on 28 April and 18 May. The workshops were highly participatory and involved creative activity in small groups. Using the information and insights we provided, and drawing on their own knowledge and experience, the co-design group explored and identified the behaviour change goals and target audience for the social marketing programme.

At the end of the understanding phase, we confirmed the primary target audience and behaviour change goals.

STAGE 3: DESIGNING



“““

It was such an amazing experience because I was able to share my ideas and knowledge on the questions that we have to discuss with others.

YOUNG PERSON

(IINNOVATION INJECTION SESSION)

STAGE 3: DESIGNING

We facilitated three innovation injection sessions (at Māngere Arts Centre) on 3 June. The diverse range of participants included members of the co-design group, community leaders, young drivers, and parents and family members of young people, as well as other creative thinkers with a fresh perspective.

The project team from **innovate change** and ACC then analysed and refined the most promising ideas.

At the end of the designing stage, a number of leading ideas were identified to explore further:

- Family pledge to get licensed together (sometimes described as a ‘buddy system’)
- Community games/quiz nights
- Community fund for licensing vouchers
- Bright futures for licensed drivers (story-telling and future mapping)
- Simple guide to licensing

STAGE 4: REFINING



“““

I am glad my friend came over today with this message, it will be enough to get me to be like the family on the cards.

FATHER WITH A RESTRICTED LICENCE
(IDEA TEST RESPONDENT)

“““

I like this programme and the way it runs because it helps me to start thinking to drive. I wish I could join another session like this.

FAMILY LEADER
(IDEA TESTER)

STAGE 4: REFINING

Before confirming the activities that would make it into the social marketing programme, we developed low-fidelity models (prototypes) for four of the ideas to test them quickly and cheaply. We explored the community fund idea through conversations with key stakeholders.

We recruited ten community participants to provide their own feedback and assist us to test the prototypes. The 'idea testers' attended two workshops with us and, in between these sessions, they shared the prototypes with other people from the target audience. In total, the idea testers conducted 64 rapid interviews on the prototypes with people in Māngere. The majority of people who gave feedback were family members of young people. Some ideas were also tested with young people if they were in the target audience for the activity, and a large number of the young respondents were unlicensed drivers.

Getting specific feedback on concrete ideas from members of the target audience helped us to refine the ideas and determine the most viable activities to include in the plan. Key points of feedback included:

People loved the family pledge to get licensed together, especially its portrayal of family unity, support and togetherness. But, as one idea tester summed up, 'not all families can or will do this together'.

The fun, family-oriented community event was also a popular idea. Some respondents were put off by competitive events.

Respondents related well to, understood and liked the positive messages about the benefits of licensing in the 'bright futures' video, but some doubted it would have much impact on young people or family leaders.

The simple guide to licensing helped people to understand the conditions of each stage of licensing, but could have been improved. Suggestions included a recognisable catchphrase for each phase and a clearer diagram.

STAGE 1: OTHER KEY LEARNINGS AND DISCUSSION



“ ”

**We are currently under the living wage...
would rather have food than get licence.**

MOTHER

(INSIGHT GATHERER INTERVIEW)

“ ”

**Vouchers can target all audiences with cost
and sending the message to gain a licence.**

CO-DESIGNER

OTHER KEY LEARNINGS AND DISCUSSION

This programme can work to change attitudes but ensuring sustainable behaviour change and shifts in community norms will also require other mechanisms, especially to address the significant cost barriers to licencing.

Strong ideas developed through our process but out of scope for the social marketing programme include:

1. A community fund offering free or subsidised licence tests for eligible families
2. Voucher scheme to pay for licence tests
 - Families could chip in for voucher and gift it to a young person
 - Vouchers could be available for purchase in highly visible locations (like supermarket, petrol stations), reinforcing the norm around licensing
3. Paying in instalments for a licence test
4. More and better publicised driver education and support, e.g. community driving mentors; free classes and workshops; driving assessments; etc.

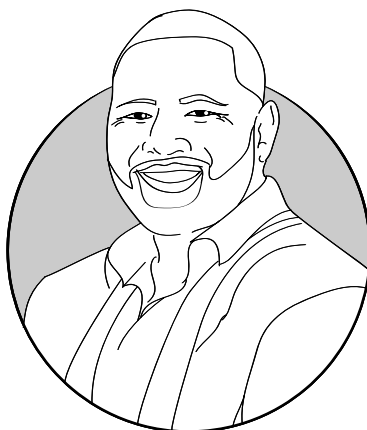
The programme plan that follows assumes that the NZ Transport Agency, ACC, **innovate change** and Curative will work together, with other partners in Auckland, to ensure the programme fits with other activities such as driving assessments, and the work of the Auckland Co-Design Lab.

The implementation of the plan will create demand in the licencing process. It is assumed that the NZ Transport Agency, will ensure driver licensing service providers, notably VTNZ, have capacity to respond to this need. There is significant risk of losing this audience if they take action in response to the programme and then have a negative experience.

COMMUNITY-BASED SOCIAL MARKETING PLAN

TARGET AUDIENCE

Family leaders of young people (15-24 year olds)
who are driving with no licence or a learner licence.



BEHAVIOUR CHANGE

- More family leaders understand the licence conditions
- More family leaders drive with the right licence (model behaviour)
- Fewer family leaders provide access to their car for young people to drive in breach or unlicensed
- Fewer family leaders ask their young people to drive without the correct licence.

ACTIVITIES

The recommended activities are on the following pages.



The Family Pledge Buddy System

WHAT'S IT ABOUT?

Family members make a commitment that nobody in their whānau will drive without the right licence. In practice, this means:

- *At least two family members without their full licence 'buddy up' to learn the road rules and get licensed together.*
- *The family nominates a designated driver (someone within the family or a friend or neighbour) with a full licence to support them by providing transport so that nobody drives without the right licence.*

WHY WE THINK IT'S A GOOD IDEA

- Unlicensed family leaders need encouragement to model good behaviour (like getting a licence themselves).
- Research on parent-teen agreements in US shows they can be effective for enforcing the rules of the graduated driver licensing system.

HOW COULD IT BE IMPLEMENTED?

- Online tool for people to sign up and make the promise and for us to capture data
- Info pack / guide – how to support each other on the licensing journey – tips, reminders, places to go to get support (e.g. local driver education programmes, practice/NDEP).

““”

“I will make sure there is never a time where someone in my whanau wouldn't drive without the right licence.”

Father, unlicensed driver
(idea testing feedback)

““”

“It's important in our community (Tongan) to support each other.”

Young person
(idea tester)



Community Event Series

WHAT'S IT ABOUT?

An event series including games and kai hosted by a community partner organisation that (subtly) promotes the idea that 'licensed communities are safe communities'. Families are encouraged to play together - with different activities suitable for different age groups. Each event could include a quiz about driver licensing and spot prizes for people with a driver licence.

WHY WE THINK IT'S A GOOD IDEA

- Social marketing brands do not necessarily need to point to the behaviour change, but they do need to fit with the lifestyle, identities and values of their audience. These events should appeal to the target audience and include entertainment and incentives as well as relevant information, without lecturing anyone.
- The events would include explicit community recognition of licensed driving norms, and see the social marketing programme go to the community, rather than asking the community to come to it/us.

HOW COULD IT BE IMPLEMENTED?

- Hosted by community organisation every two months (four different events in total)
- Radio partnership to promote and run the event with cool celebrity as host
- Prizes and collateral to help people progress through licensing system
- Families can sign up to the buddy system/promise at the event.



"I hope you make some of our ideas work. I agree the target should be older family members."

Father, unlicensed driver
(idea tester)



Stories Of Families On The Licensing Journey

WHAT'S IT ABOUT? *Story-telling and collateral to share stories and show positive impacts of licensing for the individuals and whānau – to motivate family leaders and young people to get licensed; and encourage families to have constructive conversations with their young people about licensing.*

WHY WE THINK IT'S A GOOD IDEA

- The stories will provide conversation starters for families, describing benefits and identifying the negative consequences and risks of unlicensed driving will help provide motivation to get a licence.
- Currently the benefits of having a licence are not clear to many who don't see the point in getting one. The stories will help to improve knowledge of the licence conditions and how to progress through each stage of the driver licensing system, including setting realistic expectations and demonstrating where and how to get support.

HOW COULD IT BE IMPLEMENTED?

- Use a public relations program, print media (community newspapers), local and community radio stations, social media and buddy system site to share stories and experiences of young people and family leaders supporting each other to get licensed.

“““

“[People] liked the positive message that you can succeed and get a licence when you are young and not worry about fines.”

(Idea tester)

“““

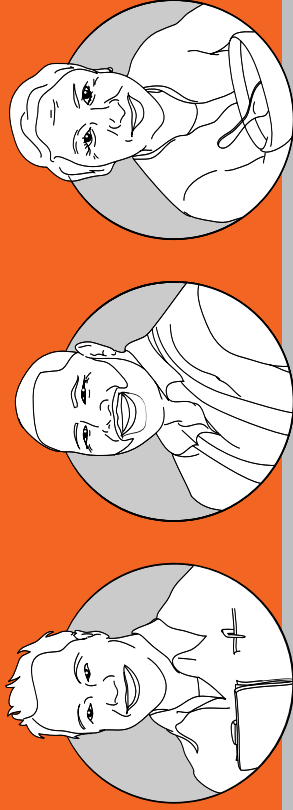
“I didn't like the idea of driving without a licence so I decided to get my licence.”

Young person

(insight gatherer interview)

PROGRAMME DESIGN:

Family leaders of young people (15-24 year olds) who are driving with no licence or a learner licence.



BEHAVIOUR CHANGE

GOALS:

1. More family leaders understand the licence conditions
2. More family leaders drive with the right licence (model behaviour)
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ACTIVITIES:



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Stories Of Families On The Licensing Journey

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PROGRAMME PRINCIPLE: TOGETHERNESS

Whakawhānau and family values matter for this programme and they are why people will be engaged and receptive.

Principles of unity, togetherness, safety, connection and respect will resonate throughout the programme activities. The community told us they want to be part of families and whānau getting licensed together. They want to see and be a part of the community working together on this. It will be important for us to keep working together with the community to implement the programme.

KEY DELIVERY MECHANISMS

1. BRAND

To package the programme and communicate key values and messages clearly and consistently.

2. COMMUNITY ENGAGEMENT

Invite selected community leaders and co-designers to be part of development crew to co-create, test and promote elements of programme.

Collaborate with a key community partner organisation for the event delivery.

3. MICROSITE

Promoting the buddy system and enabling people to sign up for it and get more information.

4. COMMUNITY EVENTS

Key events to bring together the community.

5. RADIO PARTNER(S)

Promote and run the event; share positive licensing stories on air; have on air quizzes and distribute prizes and collateral.

6. PRINT AND SOCIAL MEDIA

Advertising community events; sharing stories of families on the licensing journey.

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